

The Influence of Indonesia's Gastrodiplomacy in The United States on The Level of Investment in The Food Industry Sector in Indonesia in 2021-2022

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Abstract

Gastrodiplomacy is an effective strategy for introducing and promoting culture. The lack of knowledge of the international community about the diversity of Indonesian culture and culinary arts has moved the Indonesian government to practice gastrodiplomacy in various countries, especially the United States. Multiple efforts have been made to support the progress of Indonesia's gastrodiplomacy process; some of these activities include Indonesia's participation in cultural festivals and exhibitions, international events, and cooking demonstrations. Indonesia's gastrodiplomacy indirectly affects economic growth. This study analyzes how Indonesia's gastrodiplomacy affects US investment in Indonesia, especially in the food industry sector. This research uses descriptive qualitative methods with literature review data collection techniques from secondary data sources. The theories used in this research are gastrodiplomacy, foreign direct investment, and halalan thayyiban. The results of this study indicate that the gastrodiplomacy implemented by Indonesia in the United States has influenced the influx of investment in Indonesia in the food industry sector, especially food ingredients commodities. The increase in US investment from 2021 to 2022 in Indonesia's food industry sector is one of the successes of Indonesia's gastrodiplomacy. Through gastrodiplomacy, Indonesia makes people aware of the importance of halal food, reintroduces Islamic values, and helps change the negative perception of the American people towards Islam.

I. INTRODUCTION

Culinary is seen as a medium for forming relations between countries because it has a great opportunity to build nation branding and is also related to economic and political policies.¹ Indonesia is famous for its unique culture, especially its traditional food. Indonesian food has its characteristics, including various spices, seasonings, and distinctive flavor variations, differentiating it from other countries. Seeing the ample opportunity for Indonesia's gastrodiploacy, the Indonesian government makes traditional cuisine a tool or medium of diplomacy. Indonesian gastrodiploacy began in 2008 in the United States through various events promoting traditional Indonesian food. Besides that, Indonesian gastrodiploacy has also been carried out by many nonstate actors. Then, the inauguration of Indonesian gastrodiploacy was carried out in 2011 during the administration of President Susilo Bambang Yudhoyono. In practicing gastrodiploacy, Indonesia has passed through a long process, which began with the recognition of Fried Rice by UNESCO in 2011, followed by Rendang in 2013, and Lumpia in 2014. This shows the rapid progress in Indonesia's gastrodiploacy efforts.²

With the increasing consumption and interest of the American people in Indonesian cuisine, Indonesia has made this an opportunity to develop cooperation in the economic sector with America. One of the results of this cooperation is the investment made by the United States in the Indonesian food industry sector. Some positive impacts of foreign direct investment are increased capital flows and the development of industrial technology, more excellent export opportunities, high employment, and increased food quality standards both domestically and internationally.³ As the Indonesian economy continues to develop, many investors are interested in investing in Indonesia, especially in the food industry sector. This can be seen from the various advantages possessed by the industry.

In addition, gastrodiploacy is also used to improve perceptions of Islam through the promotion of halal food, especially after 9/11 which triggered Islamophobia. Gastrodiploacy helps bridge cultures and strengthen Indonesia's positive image internationally. By utilizing its cultural and culinary heritage as a tool of diplomacy, Indonesia, as a Muslim-majority country, wants to contribute to improving its image and changing the negative perception of Islam towards American society through gastrodiploacy. Gastrodiploacy implemented by Indonesia is seen as an effective strategy for building cultural bridges between the two countries because gastrodiploacy creates values of peace and tolerance by introducing traditional halal cuisines. Therefore, it is necessary to conduct further research on Indonesia's

¹ Riski Baskoro, 'Konseptualisasi Dalam Gastro Diplomasi: Sebuah Diskusi Kontemporer Dalam Hubungan Internasional', *Ilmu Hubungan Internasional*, 4 (2017), 35–48.

² Wahidmurni, 'Peran IGA (INDONESIAN GASTRONOMY ASSOCIATION) dalam Gastrodiploasi Indonesia 2018-2020', 2017.

³ Dahlia Naully, 'Pengaruh Modal Asing Terhadap Perusahaan Dan Industri Makanan Indonesia', 2020.

gastrodiplomacy in the United States. Researchers are interested in discussing the influence of gastrodiplomacy in the United States on the level of investment in the food industry sector in Indonesia because it is suspected that gastrodiplomacy is sufficiently influential for the Indonesian economy, especially in the investment sector. Researchers also chose the United States as the object of this research because the United States is one of the largest investor countries in Indonesia.

II. METHODOLOGY

The method used in this research is a descriptive qualitative method. The qualitative research method aims to understand aspects of social and cultural phenomena through data that are presented in the form of words rather than numbers. This approach allows for a detailed exploration of the influence of Indonesia's gastrodiplomacy on the level of investment in the food industry sector. All data in this research were collected from secondary sources, including books, journals, reports, and articles listed in the bibliography. The type of qualitative research used in this study is descriptive, where the researcher describes events or facts related to gastrodiplomacy and correlates these findings with relevant theories and concepts, such as foreign direct investment (FDI) and *halalan thayyiban*, to explain the observed phenomena.

III. RESULT AND DISCUSSION

Gastrodiplomacy has successfully attracted the attention of international society, where traditional food can be used as an effective instrument in changing perceptions or views of a country. In addition to introducing the culture, gastrodiplomacy also has a role in building relationships and cooperation with other countries as well as encouraging a country's economic growth. This great potential makes each country increasingly aware of the importance of gastrodiplomacy.⁴ Especially Indonesia, which has a culinary attraction with unique flavors. Indonesian traditional cuisine is currently quite popular among the American public due to the various strategies and efforts that Indonesia has carried out to promote its cuisine. Indonesia believes that gastrodiplomacy can be a means to build networks and help grow the country's Gross Domestic Product (GDP).⁵

Lack of knowledge and public awareness is the first reason for Indonesia's gastrodiplomacy, especially in the United States. Indonesia has made various efforts to support the sustainability of gastrodiplomacy. Indonesia's gastrodiplomacy efforts

⁴ Dana. Lusa, 'The Role of Food in Diplomacy: Communicating and "Winning Hearts and Minds" through Food', *Medijske Studije*, 8.16 (2017), 99–118 . <<https://doi.org/10.20901/ms.8.16.7>>.

⁵ Kementerian Luar RI Negeri, 'Meningkatkan Promosi Kuliner Indonesia Ke Seluruh Dunia Melalui Gastrodiplomasi', Kementerian Luar Negeri RI, 2019. <<https://kemlu.go.id/portal/id/read/688/berita/meningkatkan-promosi-kuliner-indonesia-keseluruh-dunia-melalui-gastrodiplomasi>>.



started with food festivals, cooking demonstrations, the building of Indonesian restaurants in the United States, and digital marketing strategies.⁶ In 2013, the Indonesian Embassy held an Indonesian food cooking competition in Washington DC, USA. The participants consisted of local people, which shows that Indonesian cuisine has been widely recognized by the people of the United States. In 2014, the Indonesian Embassy collaborated with Stanford University to organize a culinary exhibition event that succeeded in creating an interesting impression for visitors of traditional Indonesian cuisine.⁷ And in 2015, Indonesia participated in a culinary exhibition in New York, the Summer Fancy Food Show (SFFS). In this exhibition, Indonesia presented two specialties, namely Fried Rice and Fried Chicken, which aimed to make the American people interested in Indonesian cuisine. And they liked the special taste of Indonesian food.⁸

The government has a program that helps encourage the development of Indonesian gastrodiploamacy, namely the Indonesian Space Up the World program. This program is under the responsibility of the Ministry of Tourism and Creative Economy. The Indonesian Space Up the World program has four main pillars supporting the sustainability of gastrodiploamacy. First, assistance in production, financing, and export licensing policy procedures. Second, constructing Indonesian cuisine restaurants aims to increase the interest of local communities and help increase spice exports. Third, building international collaboration with the American government in promoting culinary, holding international events, cultural exchanges, and helping to embrace MSMEs into the international sphere and fourth, making Indonesia a culinary tourism destination.⁹

In introducing the culinary, the Indonesian government actively participates in international events such as "Cooking with the Ambassadors: Latin America and the Caribbean Series". The two countries introduced each other's specialties at the cooking

⁶ Firman Hidranto, 'Kenalkan Budaya Khas Indonesia Melalui Gastrodiploamasi', Portal Informasi Indonesia, 2023 . <<https://indonesia.go.id/kategori/siaran-pers-asean2023/7489/kenalkan-budaya-khas-indonesia-melalui-gastrodiploamasi?lang=1>>.

⁷ Desi Wibawati, 'Upaya Indonesia Dalam Mempromosikan Wisata Kuliner Sebagai Warisan Budaya Dunia', INTERNATIONAL JOURNAL OF ENDOCRINOLOGY (Ukraine), 5.1 (2021), 41-42 . <<https://doi.org/10.22141/2224-0721.16.4.2020.208486>>

⁸ Jacqueline Gunawan, 'Upaya Diplomasi Publik Indonesia Terhadap Amerika Serikat Melalui Gastrodiploamasi', Universitas Katolik Parahyangan, 2017 . <<http://repository.unpar.ac.id/bitstream/handle/123456789/2025/Cover-3111061scp.pdf?sequence=1&isAllowed=y>>

⁹ GAPPMI, 'Delegasi Indonesia Spice Up The World "Membumbui" Pameran Vitafoods Asia 2023', 2023 . <[https://gapmmi.id/article/read/7811/delegasi-indonesia-spice-up-the-worldmembumbui-pameran-vitafoods-asia-2023#:~:text=Sebagai informasi%2C program Indonesia Spice,kuliner%2C dan Indonesia destinasi kuliner.>](https://gapmmi.id/article/read/7811/delegasi-indonesia-spice-up-the-worldmembumbui-pameran-vitafoods-asia-2023#:~:text=Sebagai%20program%20Indonesia%20Spice,kuliner%20dan%20Indonesia%20destinasi%20kuliner.>)>.

demonstration event. Indonesia's participation in this event supports the implementation of the third pillar in the Indonesian Space Up the World program as Indonesia's gastrodiploamacy strategy in promoting culinary and spices. In addition, Deputy Minister of Tourism and Creative Angela Tanoesoedibjo identified similarities in dishes between the two countries and argued that there are opportunities for Indonesia to export its spices to Latin America and the Caribbean region. The event was considered a success in strengthening economic ties between the two countries.¹⁰

In addition, as explained in the second pillar of the Indonesian Space Up the World program, Indonesia also contributes to the development of restaurants in the United States by taking several steps, such as expanding the market for Indonesian spices and promoting local products through the government and representatives of Indonesia in the United States.¹¹ Thus, the United States is becoming increasingly aware of the great potential of Indonesian cuisine and spices.

The achievement of this program can be seen in the increase in the volume of Indonesia's spice exports. Through this program, Indonesia has successfully exported 1.02 billion USD of spices. These spices include bell peppers, nutmeg, cloves, ginger, cinnamon, and vanilla.¹² This shows that the program had an impact on increasing the value of spice exports and the Indonesian economy.

The increasing image of Indonesia is inseparable from the contribution of the Indonesian diaspora in the United States. Some of the efforts carried out by the Indonesian Diaspora Network (IDN) is holding a cultural exhibition by IDN Austin in 2014. Through this exhibition booth introduced Indonesian culture, especially culinary. Then, in 2015, IDN Austin participated in the celebration of the Asian American Resource Center (AARC). At this event, the presentation of Indonesian cuisine and spices is as a form of nation branding Indonesia by IDN Austin.¹³

After many efforts of gastrodiploamacy by Indonesia in the United States, such as Indonesia's participation in international events, culinary festivals, and programs related to the promotion of Indonesian culinary specialties, we can see that the American

¹⁰ Kementrian Luar RI Negeri, 'Strengthening Indonesia's Gastrodiploamacy in Latin America and the Caribbean Through "Cooking With the Ambassadors"', Kementrian Luar Negeri RI, 2023. <<https://kemlu.go.id/portal/en/read/5413/berita/strengthening-indonesiasgastrodiploamacy-in-latin-america-and-the-caribbean-through-cooking-with-the-ambassadors>>.

¹¹ Badan Riset dan Inovasi Nasional, 'Gastrodiploamasi, Strategi Promosi Budaya Kuliner Indonesia Ke Luar Negeri', Badan Riset Dan Inovasi Nasional, 2021 . <<https://www.brin.go.id/news/96414/gastrodiploamasi-strategi-promosi-budaya-kuliner->>.

¹² Perdagangan Kementerian, 'Wamendag Pada International Business Matching "Celebes Legendary Spices"', 2022. <<https://www.kemendag.go.id/berita/foto/wamendag-padainternational-business-matching-celebes-legendary-spices>>.

¹³ Agung Wisandi, 'Peran Indonesia Diaspora Network (IDN) Dalam Peningkatan Country Branding Aspek Sosial Dan Budaya Indonesia Di Amerika Serikat Tahun 2012-2016', JOM FISIP, 5.2 (2018), 10-13



people's awareness of traditional Indonesian cuisine is increasing, which shows the creation of a positive image of Indonesia among the people of the United States. This positive image helps build US confidence in strengthening bilateral relations and cooperation with Indonesia and improving Indonesia's tourism sector.

Gastrodiplomacy also raises US society's interest in Indonesian local products, thus increasing US market demand for Indonesian products. In addition, the increased awareness and interest of US society through gastrodiplomacy could encourage the establishment of export-import cooperation in the food industry sector. This opens up the potential for foreign direct investment to flow into Indonesia, especially in the food industry sector, and creates opportunities for the growth and development of Indonesia's food industry sector with the support of foreign direct investment.

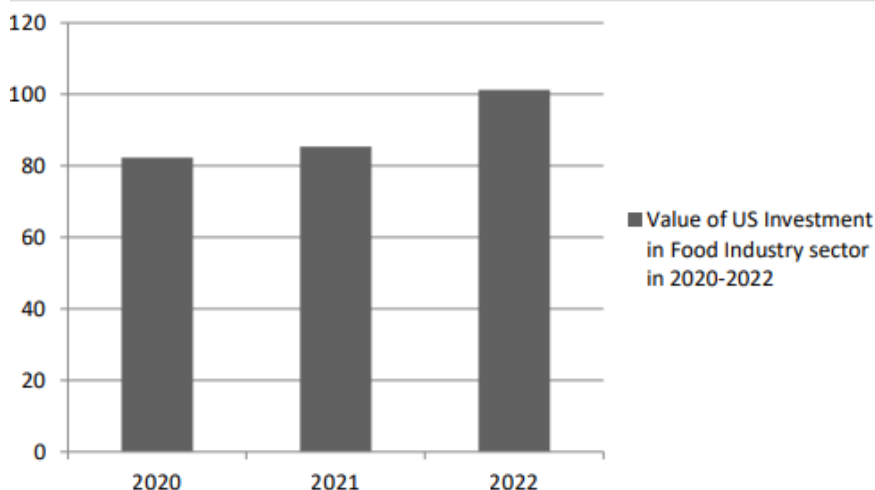
Indonesia's gastrodiplomacy is utilized as a medium in promoting Indonesia's food industry with the aim of attracting foreign investors to invest. In the promotion, Indonesia explains the advantages of their food industry sector such as the growth of the food industry sector which is increasing annually. With the increasing relationship between Indonesia and the United States in gastrodiplomacy, it becomes an opportunity for cooperation in business and investment.

One example of a case study of Indonesia's successful gastrodiplomacy in influencing US investment decisions is Proterra Investment Partners, a private company owned by the United States, invested 100 million USD in one of Indonesia's food companies, FKS Food and Agri.¹⁴ Cargill Corp. is also investing USD 100 million in Indonesia to help process cocoa beans and build a corn processing plant.¹⁵ As part of the ongoing bilateral cooperation, the two countries have also launched a training program called Landscape Approach to Sustainable and Climate Change Resilient Cocoa and Coffee Agroforestry (LASCARCOCO). This program aims to improve and maintain environmental sustainability in the coffee and cocoa production process in Indonesia.¹⁶ In addition, the Indonesian Investment Coordinating Board has recorded some data related to the influx of US investment in the Food Industry sector.

¹⁴ Lynda Kiernan, 'Proterra Invest \$100M In Indonesian Food And Agri Group', Global AgInvesting, 2017. <<https://www.globalaginvesting.com/proterra-invests-100m-indonesianfood-agri-group/>>.

¹⁵ Cargill corporation, 'Cargill Investasi USD 100 Juta Untuk Perluasan Pabrik Di Jawa Timur', 2020 . <<https://www.cargill.co.id/id/2020/cargill-investasi-usd-100-juta-untukperluasan-pabrik-di-pandaan>>.

¹⁶ Kedutaan Besar Amerika Serikat, 'United States Invests in Indonesian Coffee and Cocoa Producing Communities', Kedutaan Besar Amerika Serikat Jakarta, 2023 . <<https://id.usembassy.gov/united-states-invests-in-indonesian-coffee-and-cocoa-producingcommunities/>>.



(Source : Badan Koordinasi Penanaman Modal, Buku Statistik Realisasi Investasi Nasional 2021 dan Buku Realisasi Investasi Berdasarkan Sektor Tahun 2022)

Figure 1. 1 The Value of US Investment in Indonesia's Food Industry Sector

Figure 1.1 shows an increase in the value of US investment in Indonesia's food industry sector from 2020 to 2022. In 2020, US investment in this sector reached USD 82.3 million. This value increased to 85.4 million USD in 2021, from here we can see Indonesia's hard work in increasing its economic growth and waking up from the postpandemic downturn. Some of the sectors that contributed to the increase were processing industries such as soybeans and corn, as well as spices such as pepper, nutmeg, and cinnamon. Furthermore, in 2022, the investment continued to increase, reaching 101.3 million USD. This shows the role of the United States as Indonesia's partner in optimizing investment in the food industry sector. From this, it can be seen that the more Indonesian cuisine is recognized in the United States, the more companies are interested in investing in Indonesia.

The author concludes that Indonesia's gastrodiploamacy has successfully introduced Indonesian culture and cuisine to the international community, especially in the United States, as well as strengthening diplomatic relations and cooperation between the two countries. This has contributed to an increase in American market interest and demand for Indonesian local products, which in turn has boosted export and investment cooperation. The increase in US investment in Indonesia's food industry sector, especially between 2021 and 2022, shows the positive impact of gastrodiploamacy in



attracting investors. Gastrodiploamacy not only strengthens Indonesia's positive image, but also builds a high level of confidence in the potential of Indonesia's food industry.

Halal has long been the foundation of Islamic shari'a. Halal is used as a foundation for consuming food and other activities. One of the virtues of someone who can keep himself from all things that are forbidden is that his prayers will be more easily answered by Allah SWT. And someone who consumes something haram it will receive severe chastisement. As explained in the hadith of the Prophet SAW: "Everybody that grows from (food) that is haram, then the fire of hell is preferable for him (more worthy of burning him)." (HR. At-Thabrani).¹⁷

To be considered halal, there are several conditions in the standard, as explained in Islam, which are, it does not consist of something haram such as alcohol because it is intoxicating and also pork, applied or processed with halal principles, obtained in a halal manner not from something haram such as gambling or usury, the results obtained are not contrary to sharia and Islamic values, and have benefits and are also good for the body.¹⁸

Good food (thayyiban), according to Islam, is food that is beneficial to the body and does not harm. In Islam, it is explained that all food consumed will affect our bodies. Therefore, if we consume good food, it will also have a good effect on our bodies. Otherwise, if we consume bad food, it will also have a bad effect on our bodies. The Qur'an has explained the command to consume halal food in the following verse:

يَا أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تَتَّبِعُوا خُطُوَاتِ الشَّيْطَانِ إِنَّهُ لَكُمْ عَدُوٌّ مُبِينٌ

Which means : O humanity! Eat from what is lawful and good on the earth, and do not follow Satan's footsteps. He is truly your sworn enemy. (QS. Al-Baqarah: 168).¹⁹ From the above verse, it can be concluded that Allah has commanded his followers to eat food that is halalan thayyiban and also prohibits his followers from following or doing something immoral and haram because it includes the deeds of the devil, and Allah SWT does not like it.

The lack of public awareness of halal products has several impacts, such as inhibiting the growth of the halal industry, the emergence of health problems, and the limited search for halal products in non-Muslim countries. From this point of view, it is important for people to understand halal products because they have a big impact on

¹⁷ LPPOM MUI, 'Makanan Berdampak Terhadap Watak Dan Akhlak', 2021. <<https://halalmui.org/makanan-berdampak-terhadap-watak-dan-akhlak/>>.

¹⁸ Ethis, 'Memaknai Konsep Halalan Thayyiban Di Dalam Al Quran', Ethis, 2023. <<https://ethis.co.id/blog/memaknai-konsep-halalan-thayyiban-di-dalam-al-quran>>.

¹⁹ Fitriani, 'Konsep Makanan Halalan Thayyiban Dalam Qs. Al-Baqarah : 168 Perspektif Quraish Shihab Dan Ilmu Kesehatan', Nihaiyyat: Journal of Islamic Interdisciplinary Studies, 1.1 (2022), 55–59.

various aspects of life, such as health, economic welfare, and the level of trust in halal products.²⁰ The reasons for the lack of public awareness of halal products themselves are several things, such as lack of public knowledge, lack of information and socialization related to halal products, limited availability of halal products, and others.²¹ From this issue, the way out is through the application of gastrodiploamacy, which can act as an intermediary tool in promoting halal products, especially in the food sector.

The American people are still not fully aware that Indonesia is famous for its halal food and that halal food is only known among American Muslims. However, in recent years, halal food has become very popular in various countries, including the United States. This shows that public awareness of the importance of halal food is increasing. Americans also realize the benefits of halal products, such as the quality and goodness of the products. This is what encourages Indonesia to carry out gastrodiploamacy through halal food.

This increased awareness can be seen from the holding of several halal themed food festivals, such as the I Hearth Halal Festival in Chicago in 2019 and the Toronto Night Market in 2022 in Canada, which promotes various halal foods.²² In 2022, Indonesia participated in the Halal Expo Canada event to promote halal products. At this event, Indonesia displayed some halal products, such as instant noodles, coffee, porang rice, tea, and other halal foods.²³ Indonesia's participation in this event is one of Indonesia's gastrodiploamacy strategies in America.

There are 13,000 halal restaurants in America that promote halal food.²⁴ Indonesia's gastrodiploamacy promotes culture and the halal product industry. According to data recorded from the Ministry of Trade, the total export value of halal products in 2023 reached 43.2 billion USD, with an 85 percent surplus of halal product exports.²⁵ These data show that Indonesia's gastrodiploamacy has an active role in promoting its culture and halal products, which will positively impact the Indonesian economy.

²⁰ Sitti Saleha Madjid, 'Halal Di Indonesia (Pada Masa Pandemic Covid-19)', JURNAL PILAR: Jurnal Kajian Islam Kontemporer, 13.1 (2022), 17–32.

²¹ Ulva Nurul Alia, 'Analisis Faktor- Faktor Yang Mempengaruhi Keputusan Pembelian Masyarakat Pada Produk Halal Dalam Perspektif Ekonomi Islam', 2022.

²² Indonesia Halal Training & Education Center, 'Getting to Know Halal Food Festivals in Various Countries', IHATEC, 2023 . <<https://ihatec.com/getting-to-know-halal-food-festivals-in-various-countries/>>.<<https://kemlu.go.id/portal/id/read/3608/view/paviliun-indonesiawarnai-halal-expo-canada-2022>>.

²³ Kementrian Luar RI Negeri, 'Paviliun Indonesia Warnai Halal Expo Canada 2022', Kementrian Luar Negeri RI .

²⁴ Impactful Insights, Market Research Report, 2023 . <<https://www.imarcgroup.com/halalfood-market>>.

²⁵ Perdagangan Kementerian, 'Kemendag Catat Produk Ekspor Halal RI Mencapai Rp 656 Triliun', 2023 <<https://www.kemendag.go.id/berita/pojok-media/kemendag-catat-produkekspor-halal-ri-mencapai-rp-656-triliun>>.



The gastrodiplomacy process carried out by Indonesia has been by the conditions set as the basic principles in the concept of *halalan thayyiban*. Indonesian traditional cuisine is a food that has been identified as *halal*, such as, Fried Rice, Soto, Rendang, Satay, and Meatball. This can be seen in the processing process and the basic ingredients, such as chicken, vegetables, beef, fish, and other spices. The gastrodiplomacy process of promoting the food is also *halal* and good.

Gastrodiplomacy process of promoting the food is also *halal* and good. Gastrodiplomacy is carried out to improve the image and relations between countries. Indonesia's gastrodiplomacy became one of the efficient methods in improving the image of Islam in the United States after the September 11 tragedy. This tragedy has changed the view of United States society towards Muslims.²⁶ Therefore, a strategy is needed to eliminate negative perceptions and reintroduce Islam's true values, and the most effective way is to introduce culture.

After globalization, the people of the United States have experienced many lifestyle changes. Many of them are now more aware of the importance of health, especially of the things they consume, especially food. Indonesian gastrodiplomacy offers and promotes its culinary specialties based on *halalan thayyiban*. *Halal* cuisine has guaranteed benefits and goodness. Therefore, Indonesian cuisine is sometimes one of the choices of the American people, who enjoy delicious and healthy cuisine. In addition, through their cuisine, Indonesia introduces its culture and conveys Islamic messages of peace and tolerance to the world.

The author argues that the gastrodiplomacy implemented by Indonesia promotes the culture and cuisine and helps promote *halal* products. This is because Indonesian gastrodiplomacy contains elements of *halalan thayyiban* in its implementation. This can be seen from the use of Indonesian culinary raw materials, which are considered good and not harmful to the body, as well as the implementation process in promoting culinary, which is considered good and does not harm or violate Islamic *sharia*. Furthermore, for additional value, Indonesian gastrodiplomacy also helps rebuild the image of Islam among Americans. In addition, increasing awareness about *halal* products through gastrodiplomacy has opened up opportunities to increase exports of Indonesian *halal* products to America. Besides, opening Indonesian *halal* restaurants in various American cities introduces authentic Indonesian cuisine and expands Indonesia's cultural and economic influence abroad.

²⁶ Ariyanto Ardiansya, 'Hubungan Bilateral Indonesia – Amerika Serikat Melalui Kerjasama Kebudayaan (Soft Diplomacy)', *Journal Social Society*, 2.1 (2022), 1–15
<<https://literasidigital.my.id/jss/article/view/123>>.

IV. CONCLUSION

Gastrodiplomacy has a major influence on the United States' decision to invest in Indonesia's food industry sector. Indonesia's gastrodiplomacy through cultural festivals, cooking demonstrations, and participation in international events has succeeded in increasing the awareness and interest of the American public in Indonesian culture and cuisine. This has also had an impact on increasing Indonesia's positive image in the eyes of the international community, which can be seen from the increasing demand of the American market for Indonesian products.

In addition, Indonesia's gastrodiplomacy efforts directly promote the advantages of Indonesia's food industry sector to US investors. This increased awareness has led to an increase in FDI from the United States into Indonesia's food industry sector, especially in the period 2021 to 2022. This increase in investment reflects the success of the gastrodiplomacy strategy in influencing US investment decisions. Other supporting factors driving these investments include growing market demand, Indonesia's political economy stability, and supportive investment policies. Indonesia's gastrodiplomacy also plays an important role in promoting the concept of *halalan thayyiban*. By introducing and promoting halal food, Indonesia not only improves the image of Islam in the United States but also opens up export opportunities for halal products to the American market. Increased awareness of halal food through gastrodiplomacy is helping to drive the growth of the halal food industry in Indonesia, which in turn contributes to national economic growth.

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